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CLAIMS

1. A gaming device comprising:

5 a primary game including a plurality of reels and a plurality of symbols on the reels, and each of said reels including a plurality of said symbols wherein at least one of said symbols is a modifier activator symbol;

a plurality of different modifiers, wherein each modifier is adapted to be associated with a plurality of activations of the reels; and

10 a processor operable to cause the reels to activate and display at least one of said symbols, provide a player any award based on the displayed symbols, select one of the plurality of modifiers if said modifier activator symbol is displayed, activate the selected modifier for each of a plurality of subsequent activations of the reels that are associated with the selected modifier, and apply the activated modifier to modify at least
15 one function of the primary game for each of the subsequent activations of the reels that are associated with the activated modifier, wherein the modified function of the primary game is based on the activated modifier.

2. The gaming device of claim 1, wherein a plurality of said symbols are modifier activator symbols.

20 3. The gaming device of claim 1, wherein the processor is operable to select one of the plurality of modifiers if a plurality of modifier activator symbols are displayed.

4. The gaming device of claim 1, wherein more than one modifier may be activated for at least one subsequent activations of the reels.

25 5. The gaming device of claim 1, wherein the processor is operable to apply a plurality of activated modifiers to modify a plurality of functions of the primary game, wherein each activated modifier is applied for each of

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the subsequent activations of the reels that are associated with said activated modifier.

5 6. The gaming device of claim 1, which includes an active modifier counter associated with each of the modifiers, wherein said active modifier counter is operable to indicate any currently activated modifier and the plurality of remaining subsequent activations of the reels that the modifier will be activated.

10 7. The gaming device of claim 1, wherein said processor is operable to select one of the plurality of modifiers if said modifier activator symbol is displayed and no modifiers are currently activated.

8. The gaming device of claim 1, which includes a modifier generator displayed to the player that includes said plurality of modifiers.

9. The gaming device of claim 8, wherein said processor is operable with the modifier generator to select one of the plurality of modifiers.

15 10. The gaming device of claim 8, wherein said modifier generator selects at least one modifier for each activation of the reels if no modifiers are currently activated.

11. The gaming device of claim 9, wherein said selected modifier is activated if said modifier activator symbol is displayed.

20 12. The gaming device of claim 8, wherein said modifier generator selects at least one modifier for each activation of the reels.

13. The gaming device of claim 11, wherein said selected modifier is activated if said modifier activator symbol is displayed.

25 14. The gaming device of claim 8, wherein said modifier generator includes a modifier reel.

15. The gaming device of claim 1, wherein the processor is operable to enable the player to select at least one of the modifiers.

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16. The gaming device of claim 1, wherein each modifier is associated with the same plurality of subsequent activations of the reels.

17. The gaming device of claim 1, wherein a plurality of said modifiers are each associated with a different pluralities of subsequent activations of the reels.

18. A gaming device comprising:

a primary wagering game including a plurality of reels and a plurality of symbols on said reels, wherein at least one of said symbols is a modifier activator symbol and each of said reels includes a plurality of said symbols;

a plurality of different modifiers, wherein each modifier is associated with at least one subsequent activation of the reels and at least one modifier is associated with a plurality of subsequent activation of the reels; and

a triggering event associated with said primary wagering game, wherein after the occurrence of said triggering event, said plurality of reels indicate at least one symbol, any award based on the symbols indicated on the reels is provided to the player, one of the plurality of modifiers is selected if the modifier activator symbol is indicated on the reels, the selected modifier is activated for the each of the subsequent activation of the reels that are associated with the selected modifier and the activated modifier is applied to modify at least one function of the primary wagering game for each of the subsequent activation of the reels that are associated with the activated modifier, wherein the modified function is based on the activated modifier.

19. The gaming device of claim 18, wherein the triggering event is the player making a wager on the primary wagering game.

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20. A gaming device comprising:

a primary wagering game operable upon a wager by a player, said primary wagering game including at least one modifier activator;

5 a plurality of different modifiers, each modifier associated with at least one subsequent play of the primary wagering game, at least one modifier associated with a plurality of subsequent plays of the primary wagering game, and each modifier adapted to modify at least one function of the primary wagering game;

a display device; and

10 a processor operable with the display device to enable the player to play the primary wagering game, select one of the plurality of modifiers if the player obtains at least one modifier activator in the primary wagering game, activate the selected modifier for the subsequent plays of the primary wagering game that are associated with the selected modifier and
15 enable the player to play at least one subsequent primary wagering game, wherein the activated modify is applied to the primary wagering game for each of the subsequent plays of the primary wagering game associated with the activated modifier wherein the activated modifier modifies the function of the primary wagering game associated with the activated
20 modifier.

21. The gaming device of claim 20, wherein a plurality of said symbols are modifier activator symbols.

22. The gaming device of claim 20, wherein the processor is operable to select one of the plurality of modifiers if a plurality of modifier activator
25 symbols are displayed.

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23. The gaming device of claim 20, wherein more than one modifier may be activated for at least one subsequent play of the primary wagering game.

5 24. The gaming device of claim 20, wherein the processor is operable to apply a plurality of activated modifiers to modifier a plurality of functions of the primary wagering game, wherein each activated modifier is applied for each of the subsequent plays of the primary wagering game that are associated with said activated modifier.

10 25. The gaming device of claim 20, which includes an active modifier counter associated with each of the modifiers, wherein said active modifier counter is operable to indicate any currently activated modifier and the plurality of remaining subsequent plays of the primary wagering game that the modifier will be activated.

15 26. The gaming device of claim 20, wherein said processor is operable to select one of the plurality of modifiers if said modifier activator symbol is displayed and no modifiers are currently activated.

27. The gaming device of claim 20, which includes a modifier generator displayed to the player that includes said plurality of modifiers.

20 28. The gaming device of claim 27, wherein said processor is operable with the modifier generator to select one of the plurality of modifiers.

29. The gaming device of claim 27, wherein said modifier generator selects at least one modifier for each play of the primary wagering game if no modifiers are currently activated.

25 30. The gaming device of claim 29, wherein said selected modifier is activated if said modifier activator symbol is displayed.

31. The gaming device of claim 27, wherein said modifier generator selects at least one modifier for each play of the primary wagering game.

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32. The gaming device of claim 31, wherein said selected modifier is activated if said modifier activator symbol is displayed.

33. The gaming device of claim 27, wherein said modifier generator includes a modifier reel.

5 34. The gaming device of claim 20, wherein the processor is operable to enable the player to select at least one of the modifiers.

35. The gaming device of claim 20, wherein each modifier is associated with the same plurality of subsequent plays of the primary wagering game.

10 36. The gaming device of claim 20, wherein a plurality of said modifiers are each associated with a different pluralities of subsequent plays of the primary wagering game.

37. A gaming device comprising:

15 a primary wagering game operable upon a wager by a player, said primary wagering game including at least one modifier activator;

a plurality of different modifiers, wherein each modifier is associated with at least one subsequent play of the primary wagering game, at least one modifier is associated with a plurality of subsequent plays of the primary wagering game and each modifier is adapted to
20 modify at least one function of the primary wagering game; and

a triggering event in said primary wagering game, wherein after the occurrence of said triggering event one of the plurality of modifiers is selected if the player obtains at least one modifier activator in the primary wagering game, the selected modifier is activated for the plurality of
25 subsequent plays of the primary wagering game that are associated with the selected modifier and the player is enabled to play at least one subsequent primary wagering game, wherein the function of the primary

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wagering game that said activated modifier is associated with is modified for the plurality of subsequent plays of the primary wagering game that the modifier is activated.

38. A method of operating a gaming device, said method comprising:

5 (a) displaying a plurality of reels, wherein each of said reels includes a plurality of symbols, and at least one of said symbols is a modifier activator symbol;

(b) activating said plurality of reels;

10 (c) providing a player any award based on the symbols displayed on the reels after said activation;

(d) selecting at least one of a plurality of different modifiers if said modifier activator symbol is displayed on said reels, wherein each of said modifiers is associated with at least one subsequent activation of the reels and at least one of said modifiers is associated with a plurality of subsequent activations of the reels;

15 (e) activating said selected modifier for the plurality of subsequent activations of the reels that said selected modifier is associated with if said modifier activator symbol is displayed on said active payline; and

20 (f) repeating steps (b) to (e) at least once, wherein at least one function of the reels is modified based on any active modifier.

39. The method of claim 38, wherein a plurality of said symbols are modifier activator symbols.

25 40. The method of claim 38, which includes indicating any modifier that is currently activated and the plurality of remaining subsequent activations of the reels that the modifier will be activated.

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41. The method of claim 38, which includes enabling the player to select at least one of said modifiers.

42. The method of claim 38, wherein each modifier is associated with the same plurality of subsequent activations of the reels.

5 43. The method of claim 38, wherein a plurality of said modifiers are each associated with a different plurality of subsequent activations of the reels.

44. The method of claim 38, wherein more than one modifiers may be activated for at least one subsequent activation of the reels.

10 45. The method of claim 38, which is provided to the player through a data network.

46. The method of claim 45, wherein the data network is an internet.

47. A method of operating a gaming device, said method comprising:

15 (a) enabling a player to play a primary wagering game, wherein said primary game includes at least one modifier activator;

(b) selecting at least one of a plurality of different modifiers if the player obtains at least one of said modifier activator symbols in the primary wagering game, wherein each of said modifiers is associated with at least one subsequent play of the primary wagering game and at least one modifier is associated with a plurality of subsequent plays of the primary wagering game;

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(c) activating said selected modifier for the plurality of subsequent plays of the primary wagering game that said selected modifier is associated with if the player obtains said modifier activator in the primary wagering game; and

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(d) repeating steps (a) to (c) at least once, wherein at least one function of the primary wagering game is modified based on any active modifier.

5 48. The method of claim 47, wherein at least one of the plurality of modifiers is selected if the player obtains at least one modifier activator in one of the subsequent plays of the primary wagering game.

10 49. The method of claim 47, which includes the step of indicating any modifier that is currently activated and the plurality of remaining subsequent plays of the primary wagering game that the modifier will be activated.

50. The method of claim 47, wherein the player is enabled to select at least one of the modifiers.

51. The method of claim 47, wherein each modifier is associated with the same plurality of subsequent plays of the primary wagering game.

15 52. The method of claim 47, wherein a plurality of said modifiers are each associated with a different plurality of subsequent plays of the primary wagering game.

53. The method of claim 47, which is provided to the player through a data network.

20 54. The method of claim 53, wherein the data network is an internet.